

## A STUDY ON THE IMPACT OF CELEBRITY ENDORSEMENT ON CONSUMER ATTITUDES TOWARDS BRANDS IN INDIA

### Author

S.L. Pradhnya

132101007

3rd year - BA LLB (HONS)

Saveetha School of Law

Saveetha Institute of Medical and Technical science ( SIMATS)

Chennai 600077

### ABSTRACT

Celebrity endorsements in India, dating back to the 1980s with cricket players and Bollywood actors, have evolved significantly. Beyond endorsing products, celebrities now co-create and invest in brands, leveraging digital media for wider reach. Government regulations like the Consumer Protection Act, 2019, enforce ethical advertising, ensuring celebrities verify claims they endorse to avoid penalties. Factors influencing endorsement effectiveness include celebrity credibility, relevance to the product, appeal to target demographics, and perceived authenticity. Regional cultural influences shape celebrity impact, with a shift towards relatable digital influencers. Social responsibility is gaining prominence, aligning celebrities with ethical brands. Unlike Western practices, Indian endorsements emphasize emotional and cultural connections. In metros like Mumbai, Bollywood stars dominate, while southern states favor local film stars. Globally, countries like South Korea show success in sectors similar to India's FMCG. Overall, celebrity endorsements remain influential in India, evolving with regulatory oversight to promote balanced and ethical marketing practices. The ongoing shift towards digital platforms has revolutionized celebrity endorsements, making them more interactive and engaging. Platforms like Instagram and YouTube enable direct consumer interaction, enhancing endorsement effectiveness. Despite these advancements, maintaining authenticity and ethical standards remains paramount to sustain consumer trust in celebrity-endorsed products in India's dynamic market landscape.

### KEYWORDS

Celebrity Endorsements, Consumer Attitudes, Brand Influence, Regulatory Guidelines, Digital Media Trends.

### INTRODUCTION

The history of celebrity endorsements in India can be traced back to the 1980s when cricket players like Kapil Dev and Bollywood actors like Amitabh Bachchan began appearing in advertisements for various products. Over time, the strategy of using celebrities in marketing campaigns has evolved significantly. Initially, it was merely about lending a famous face to a product, but it has now grown into a complex marketing tactic involving brand ambassadorships, co-creation of products, and even equity stakes in brands. This evolution has been driven by the changing landscape of media consumption, with digital media platforms enhancing the reach and engagement of celebrity endorsements. Today, celebrities not only promote products but also actively participate in shaping brand identities and narratives. Recognizing the pervasive influence of celebrities on consumer behaviour, the Indian government has taken steps to regulate celebrity endorsements. The Consumer Protection Act, 2019, introduced stringent guidelines to ensure that advertisements are truthful and not misleading. Under these regulations, celebrities endorsing products must ensure the veracity of the claims made in advertisements. Non-compliance can result in hefty fines and other penalties, promoting greater responsibility among endorsers and protecting consumers from deceptive marketing practices. These measures aim to foster a more ethical advertising environment and maintain

consumer trust. Several key factors influence the effectiveness of celebrity endorsements on consumer attitudes. The credibility and trustworthiness of the celebrity play a crucial role, as consumers are more likely to be influenced by personalities they respect and admire. The relevance of the celebrity to the product is also important; for instance, a sports star endorsing a health drink is more convincing than a film actor doing the same. The celebrity's appeal to the target demographic is another critical factor, as endorsements work best when there is a strong connection between the endorser and the audience. Additionally, the perceived authenticity of the endorsement, where consumers believe that the celebrity genuinely uses and supports the product, greatly enhances its impact. Cultural resonance is also significant in India, where regional stars often have a profound influence in their respective areas. The landscape of celebrity endorsements in India is rapidly changing with the rise of digital influencers and micro-celebrities. Unlike traditional celebrities, these digital influencers are often seen as more relatable and accessible, making their endorsements seem more authentic to their followers. There is also a growing emphasis on social responsibility, with celebrities increasingly endorsing brands that promote ethical and sustainable practices. Social media platforms like Instagram and YouTube have become critical arenas for these endorsements, allowing for more interactive and engaging promotional content. This shift reflects a broader trend towards personalized and values-driven marketing. In comparison to Western countries, where celebrity endorsements are often highly professionalized and contractual, India's approach leverages the deep emotional and cultural connections celebrities have with their audiences. In metropolitan cities like Mumbai and Delhi, Bollywood stars dominate the endorsement space, reflecting the cities' cultural and entertainment hubs. In contrast, southern states like Tamil Nadu and Andhra Pradesh see a greater influence from local film stars, who enjoy immense popularity and loyalty. Globally, countries like South Korea have also seen tremendous success with celebrity endorsements, particularly in the beauty and technology sectors, mirroring India's success in fast-moving consumer goods (FMCG) and apparel. Each market, however, tailors its endorsement strategies to local tastes and cultural nuances, illustrating the diverse impact of celebrity endorsements worldwide. In conclusion, celebrity endorsements continue to be a powerful marketing tool in India, significantly shaping consumer attitudes and behaviors. The evolving dynamics of media and regulatory measures ensure a more ethical and impactful approach, aligning endorsements with the changing preferences and values of consumers.

## OBJECTIVES

- a. Analyse how celebrity endorsements influence consumer attitudes and purchasing behaviour in India.
- b. Assess the impact of government regulations on the credibility and ethics of celebrity endorsements.
- c. Determine the factors that enhance the effectiveness of celebrity endorsements, including celebrity trustworthiness and cultural relevance.
- d. Investigate the rise of digital influencers and the shift towards more relatable and socially responsible endorsements.

## LITERATURE REVIEW

**(Biswas, 2006)** This study examines how celebrity endorsements can influence consumer risk perceptions and purchasing intentions. The authors find that celebrities have a stronger impact on reducing perceived risk compared to expert endorsements, particularly in the Indian context where consumers often idolise celebrities. By leveraging the emotional and aspirational connections that consumers have with celebrities, brands can effectively mitigate concerns about product quality and safety. This effect is amplified in India due to the cultural significance and hero-worship of film stars and athletes, who are seen as trustworthy and relatable figures. Consequently, celebrity endorsements not only enhance brand image but also increase the likelihood of purchase by creating a sense of trust and familiarity.

**(Choi, 2007)** The authors delve into the various dimensions of celebrity images and their influence on the effectiveness of advertising. They emphasise that the perceived attractiveness, trustworthiness, and expertise of celebrities are critical factors in shaping consumer attitudes toward brands. Their study highlights how these dimensions significantly affect advertising outcomes, particularly in the context of Indian consumers. They found that celebrities who are perceived positively in these dimensions can enhance brand perception and consumer engagement. This research underscores the strategic importance of carefully selecting celebrity endorsers in markets like India, where celebrity influence is notably profound.

**(Gupta, 2015)** This study delves into how celebrity endorsements impact brand loyalty in the Indian market. It finds compelling evidence that such endorsements greatly boost brand loyalty, especially among the youth demographic known for their susceptibility to celebrity influence. By analysing consumer behaviour and preferences, the authors establish a clear link between celebrity endorsement strategies and increased brand allegiance. This research underscores the strategic importance of leveraging celebrities in marketing campaigns to foster long-term customer loyalty in India's competitive marketplace.

**(Jain, 2011)** The author's study delves into how celebrity endorsements specifically influence sales metrics within the Indian market. It reveals a notable uptick in sales linked directly to these endorsements, highlighting a strong positive correlation. The research underscores the critical role of selecting a celebrity whose image resonates effectively with the target demographic. This alignment enhances consumer trust and engagement, ultimately driving higher purchase intent and brand loyalty. Jain's findings advocate for strategic celebrity partnerships as a potent tool in shaping consumer behaviour and boosting market performance.

**(Mathur, 1995)** In their early study, the researchers delve into the impact of celebrity endorsements on Indian companies' financial performance. They observe a consistent pattern where announcements of such endorsements trigger a favourable market response, indicating heightened investor optimism and confidence in the endorsed brands. This phenomenon underscores the significant role celebrities play in influencing consumer perception and investor sentiment in the Indian market. The findings suggest that strategic celebrity partnerships can be leveraged by companies to bolster their market position and enhance shareholder value through positive market reactions. Such insights highlight the complex interplay between celebrity influence and financial performance in the dynamic landscape of Indian business.

**(Mukherjee, 2009)** The author's research delves into the nuanced impact of celebrity endorsements on brand perception within India. His findings underscore that aligning a celebrity's image with a brand's values can markedly bolster its perceived reputation and attractiveness among consumers. This synergy not only enhances consumer trust but also amplifies brand recall and affinity. Such strategic partnerships are shown to cultivate deeper consumer engagement and foster a positive brand association, pivotal in the competitive Indian market landscape.

**(Roy, 2012)** The author's study delves into the impact of overexposed celebrities in advertisements, revealing that excessive visibility can weaken the endorsement's effectiveness. Despite this, in India, where consumers maintain a profound cultural affinity for celebrities, this connection often overrides overexposure, fostering favourable consumer attitudes. This unique cultural context highlights a nuanced interplay between celebrity saturation and consumer perception, indicating that strategic celebrity usage remains influential in advertising effectiveness within the Indian market.

**(Seno, 2007)** The authors' conceptual framework highlights that celebrity endorsements serve as a form of co-branding, where the celebrity's image and reputation merge with the brand's identity. This synergy results in a transfer of the celebrity's equity to the brand, thereby bolstering its overall value and market position. This effect is particularly pronounced in markets such as India, where celebrity culture is deeply embedded in consumer

preferences, making endorsements a powerful tool for enhancing brand equity and resonance with target audiences. The strategic alignment between celebrities and brands not only amplifies visibility but also cultivates emotional connections that drive consumer loyalty and differentiation in competitive landscapes.

**(Srivastava, 2016)** The authors conducted a study exploring how consumers perceive celebrity endorsements in the FMCG sector in India. Their research reveals that consumers tend to view products endorsed by celebrities as of superior quality. This perception significantly boosts the likelihood of consumers purchasing these endorsed products, underscoring the powerful impact celebrities wield in influencing consumer behavior within this sector. The findings highlight the strategic importance of celebrity endorsements as a potent marketing tool for FMCG brands aiming to enhance product appeal and consumer trust in competitive markets like India.

**(Till, 2000)** This study delves into the match-up hypothesis, highlighting how the alignment between a celebrity and a product can significantly influence consumer perceptions. Research by Till and Busler underscores that a strong fit fosters favorable brand attitudes and increases the likelihood of purchase. This principle resonates profoundly in India, where cultural and social compatibility between endorsers and products holds substantial sway over consumer decisions. Understanding and leveraging these dynamics can enhance marketing strategies aiming to capitalize on the power of celebrity endorsements in diverse cultural contexts.

**(Agrawal, 1995)** The authors employed event study methodology to investigate how celebrity endorsements influence the economic performance of Indian firms. Their research reveals that strategically timed celebrity endorsements correlate with a significant boost in stock market performance. This uptick is attributed to heightened consumer trust and enhanced brand credibility associated with well-known personalities. The findings underscore the pivotal role of celebrity endorsements in shaping market perceptions and consumer behavior, illustrating their potential as a strategic tool for companies seeking to bolster their market presence and investor confidence in India.

**(Chatterjee, 2014)** In their study on celebrity endorsements in India, the author constructs a comprehensive communication model. This model elucidates the intricate dynamics through which celebrity endorsements impact brand image. Key factors highlighted include perceived attractiveness, where the appeal of the celebrity enhances consumer interest. Credibility emerges as another pivotal element, influencing trust and believability in the endorsed brand. Additionally, congruence plays a crucial role, aligning the celebrity's image with the brand's identity to resonate effectively with consumers. Together, these factors underscore how celebrities wield significant influence in shaping consumer perceptions and attitudes towards brands in the Indian market.

**(Dahiya, 2018)** The authors' research delves into how celebrity endorsements specifically affect consumer behavior within India's apparel industry. They find that celebrities wield substantial influence over consumer attitudes, leading to significant impacts on purchasing decisions. This phenomenon is particularly pronounced among younger age groups, highlighting a generational divide in consumer preferences shaped by celebrity endorsements. By analyzing these dynamics, the study underscores the crucial role celebrities play in shaping market trends and consumer choices within the Indian apparel sector.

**(Kaur, 2017)** The authors delve into the effects of celebrity endorsements on consumer behavior and brand development within the Indian market. Their research reveals that celebrities significantly bolster brand recall by associating themselves with products, thereby influencing consumer purchasing decisions. Furthermore, these endorsements elevate perceived product quality, fostering trust among consumers. Ultimately, celebrities play a pivotal role in cultivating consumer loyalty by bridging emotional connections between brands and their target audience in India.

**(Kumar, 2013)** In their analysis of celebrity endorsements in India, the authors underscore the pivotal role of strategic alignment between celebrities and brands. They argue that successful endorsements hinge on a seamless integration of celebrity personas with brand values, ensuring resonance with target demographics. This strategic coherence not only enhances brand credibility but also amplifies the message's impact, fostering deeper connections with consumers. By emphasizing the significance of this alignment, the authors advocate for a thoughtful approach in leveraging celebrity influence to drive brand success in the Indian market.

**(Maheshwari, 2019)** The authors delve into how celebrity endorsements affect consumer behavior in India's FMCG sector, highlighting their role in boosting brand visibility and credibility. Their research reveals that celebrities wield significant influence, compelling consumers of all demographics to make purchasing decisions. By aligning with well-known figures, brands capitalize on increased recognition and trust, thereby amplifying their market presence. This phenomenon underscores the strategic advantage of leveraging celebrity endorsements in shaping consumer perceptions and driving product sales within the competitive FMCG landscape.

**(Mittal, 2007)** In their examination of celebrity endorsements in India, the author delves into how these endorsements profoundly impact consumer behavior. By associating with celebrities, brands ignite aspirational desires among consumers, fostering stronger emotional connections and loyalty. This phenomenon not only elevates brand affinity but also amplifies consumers' willingness to invest in products at higher price points. The study underscores the strategic leverage of celebrity influence in shaping consumer perceptions and purchase decisions, illustrating its pivotal role in competitive markets like India's.

**(Padhi, 2016)** In their study on celebrity endorsements in India's telecom sector, the authors delve into how celebrities wield substantial influence over consumer behavior. Their research underscores that celebrities can notably shape brand perception and sway purchasing choices, especially within fiercely competitive markets. By analyzing consumer responses, they highlight the pivotal role of celebrity endorsements in enhancing brand visibility and consumer trust. The findings emphasize the strategic advantage that effective celebrity partnerships can provide for telecom companies aiming to gain an edge in the marketplace.

**(Sharma, 2014)** The authors' research delves into how celebrity endorsements specifically affect consumer behavior within India's FMCG sector. They reveal that celebrities not only amplify brand visibility but also bolster its credibility among consumers. This heightened credibility subsequently shapes consumer attitudes towards the endorsed products, leading to increased purchase intentions. By dissecting these dynamics, the study underscores the significant role celebrities play in shaping consumer perceptions and behaviors in the competitive FMCG market of India.

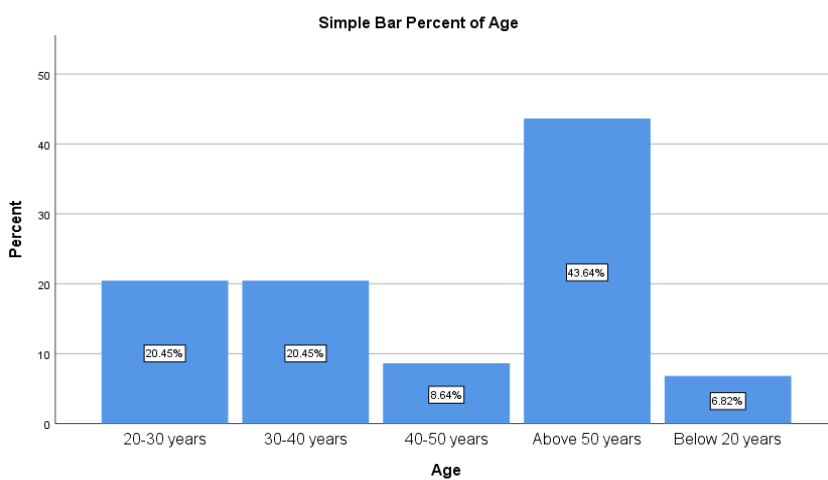
**(Verma, 2015)** The authors conducted an empirical study focusing on celebrity endorsements' effects on consumer behavior within India's FMCG sector. Their findings emphasize that such endorsements wield substantial influence over both brand perception and consumer purchase choices. This underscores the critical role celebrities play in shaping marketing strategies, particularly in influencing consumer decisions. The study reveals a strong correlation between celebrity endorsements and heightened brand visibility, illustrating their pivotal role in contemporary marketing dynamics within the fast-moving consumer goods industry in India.

## METHODOLOGY

This study is based on an empirical research method. The sampling method used is a convenient sampling method. The total sample size is 220. Sample frames are in and around Chennai, Tamil Nadu, India. The independent variables are - age, gender, education qualification, employment status, marital status. The dependent variables are - impact of the factors on your perception of a brand endorsed by a celebrity. The statistical tools used for this study via SPSS are: simple chart, complex chart, bar graphs.

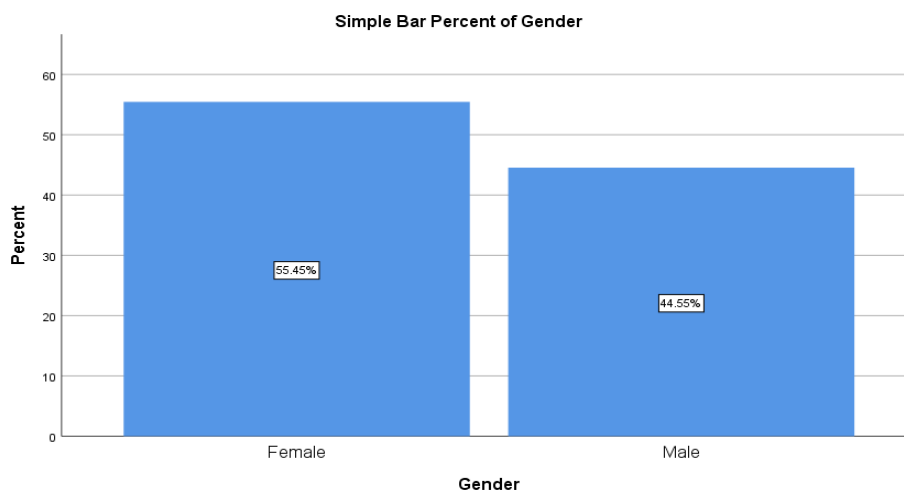
## DATA ANALYSIS

FIGURE 1



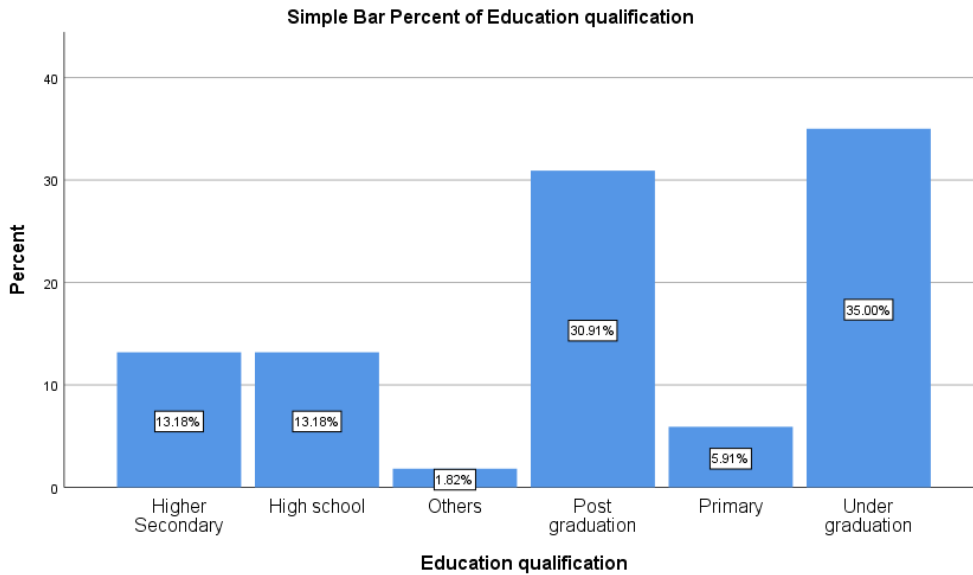
**LEGEND:** This graph represents the age of the respondents.

FIGURE 2



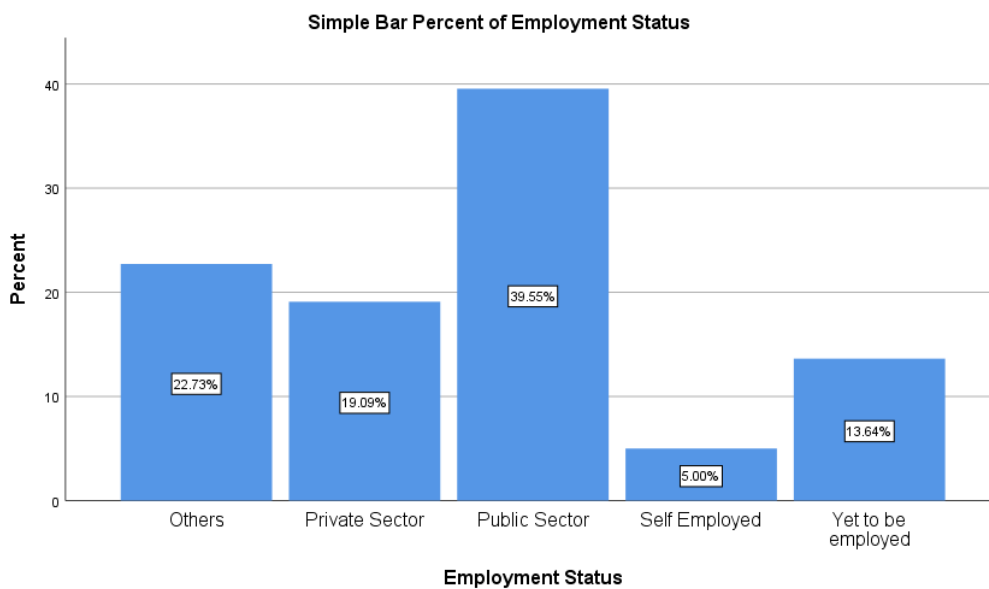
**LEGEND:** This graph represents the gender of the respondents.

**FIGURE 3**



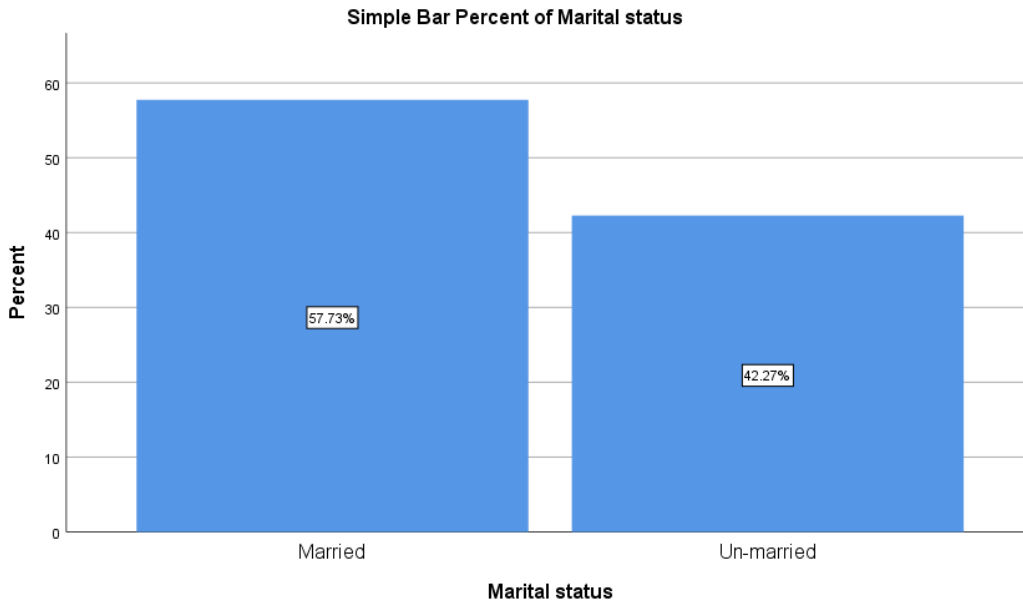
**LEGEND:** This graph represents the education qualification of the respondents.

**FIGURE 4**



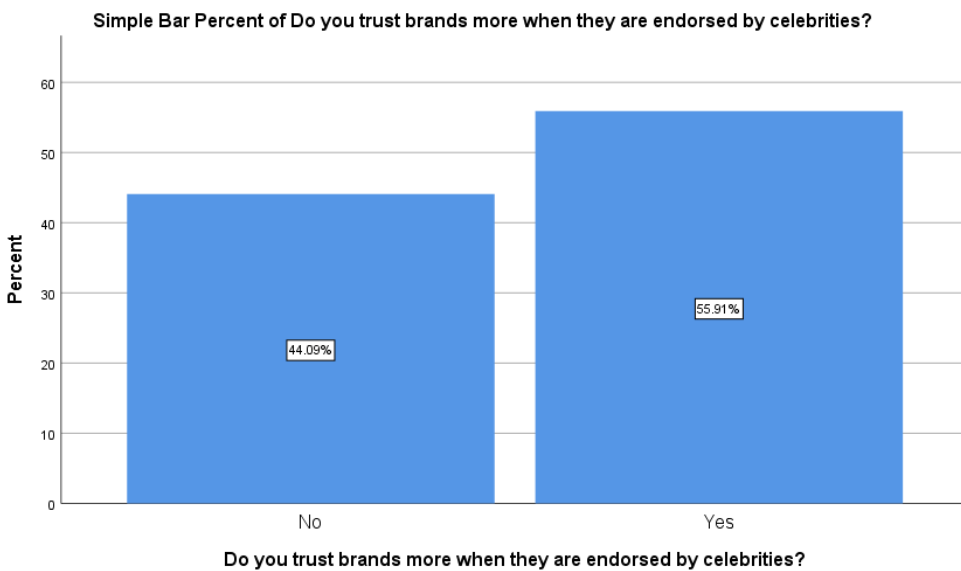
**LEGEND:** This graph represents the employment status of the respondents.

**FIGURE 5**



**LEGEND:** This graph represents the marital status of the respondents.

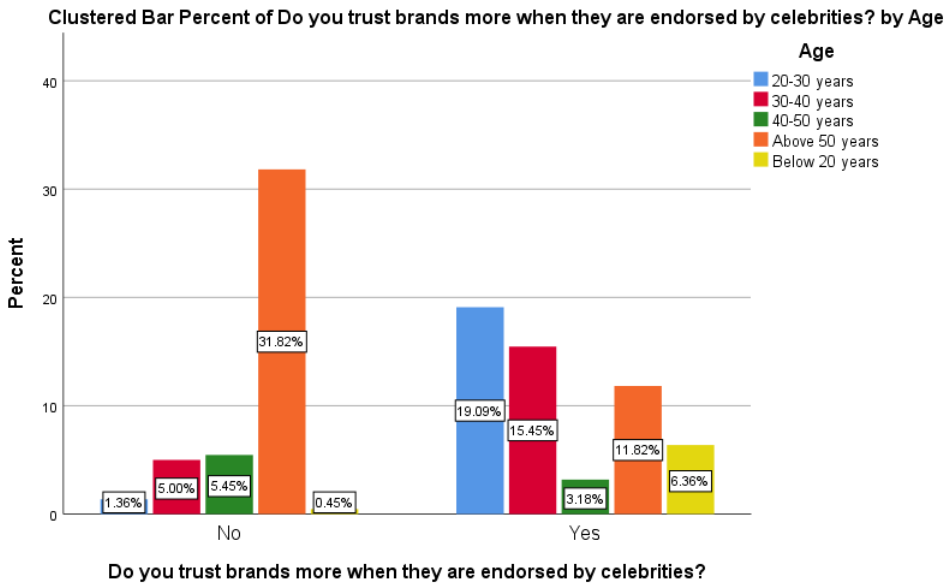
**FIGURE 6**



**LEGEND:** This graph represents if the respondents trust brands more when they are endorsed by celebrities.

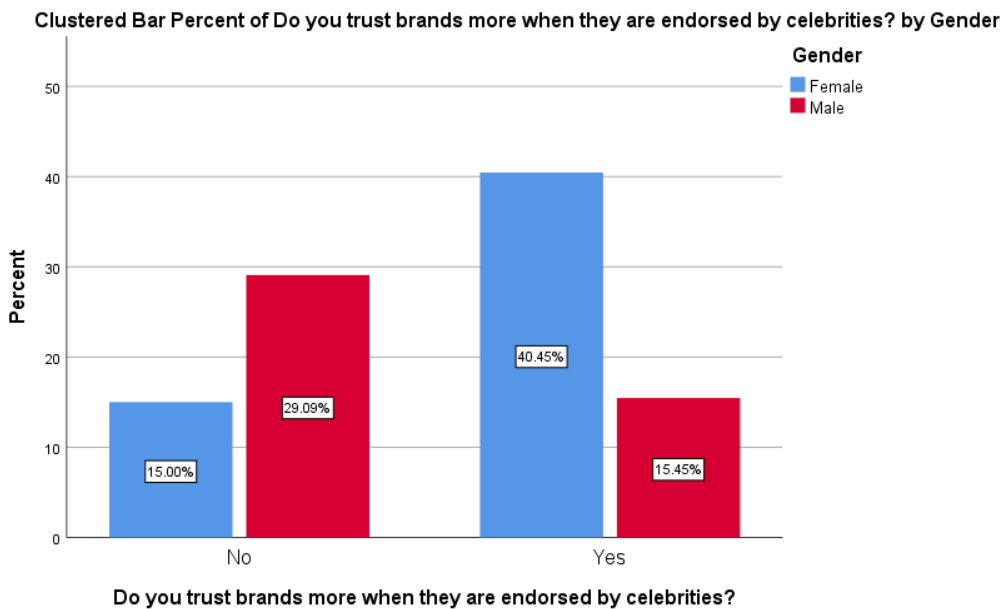


**FIGURE 7**



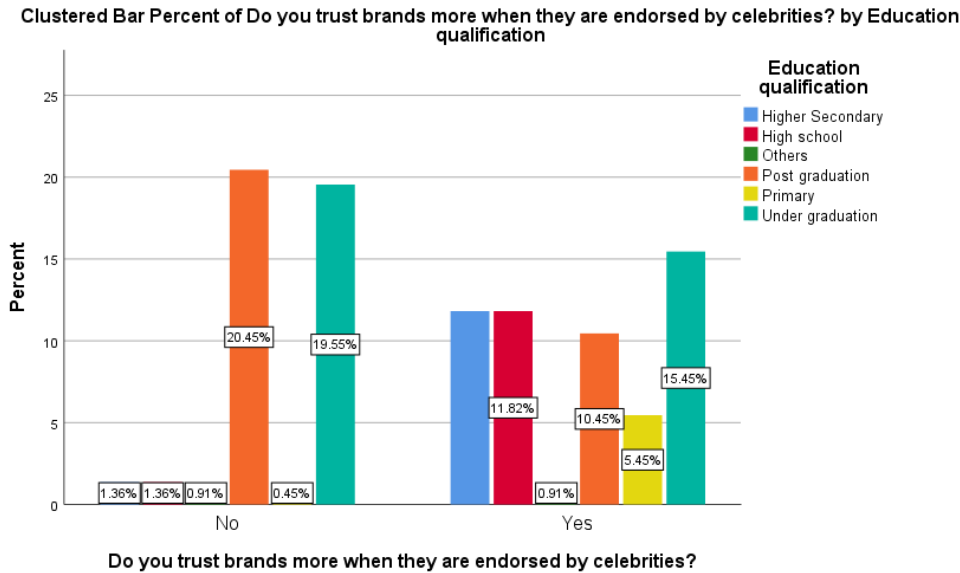
**LEGEND:** This graph represents if the respondents trust brands more when they are endorsed by celebrities.

**FIGURE 8**



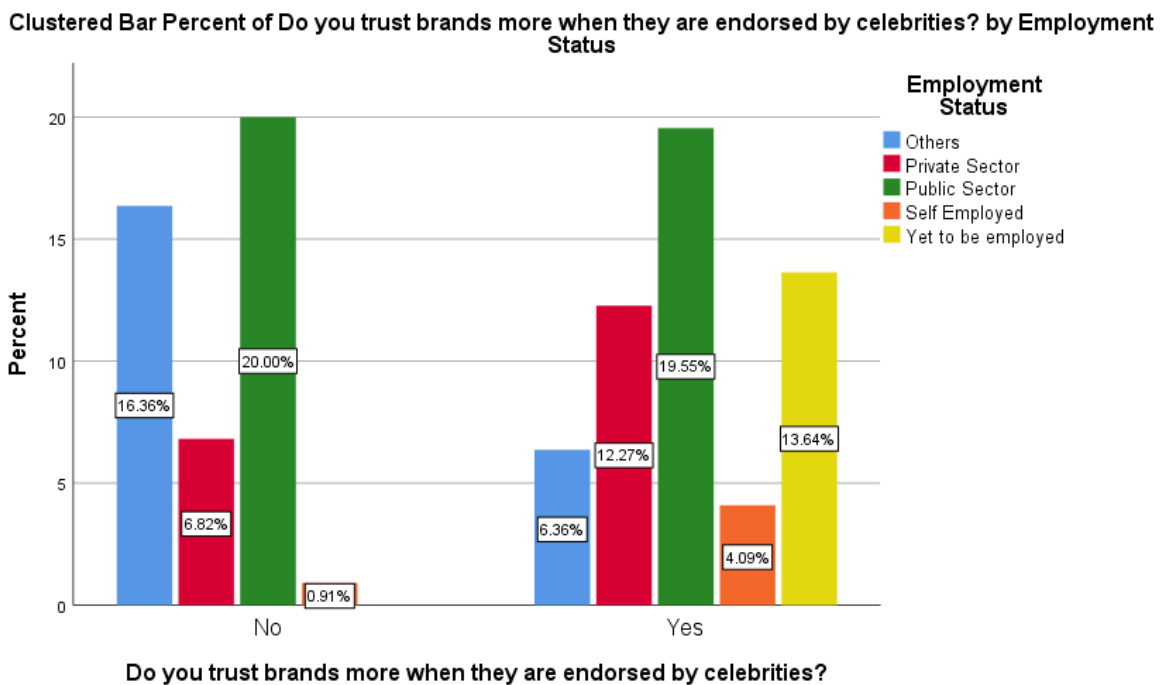
**LEGEND:** This graph represents if the respondents trust brands more when they are endorsed by celebrities.

**FIGURE 9**



**LEGEND:** This graph represents if the respondents trust brands more when they are endorsed by celebrities.

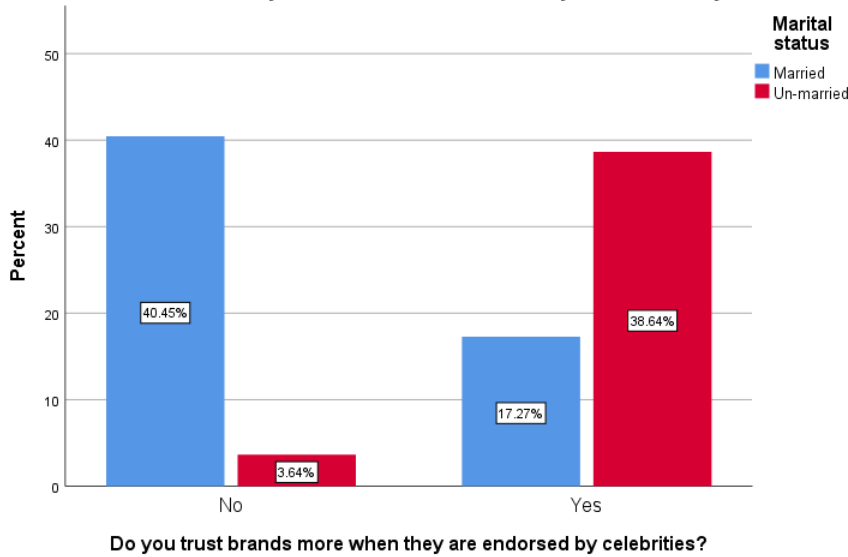
**FIGURE 10**



**LEGEND:** This graph represents if the respondents trust brands more when they are endorsed by celebrities.

**FIGURE 11**

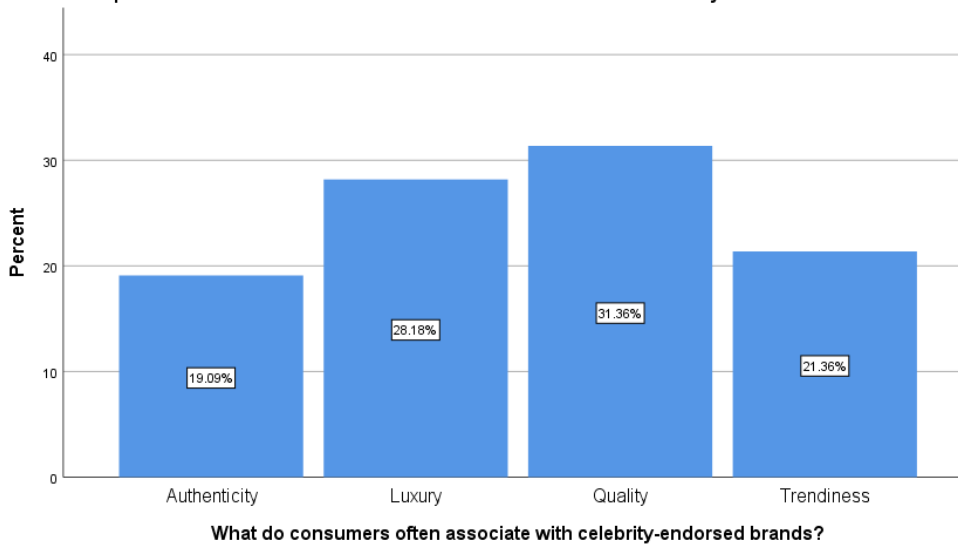
Clustered Bar Percent of Do you trust brands more when they are endorsed by celebrities? by Marital status



**LEGEND:** This graph represents if the respondents trust brands more when they are endorsed by celebrities.

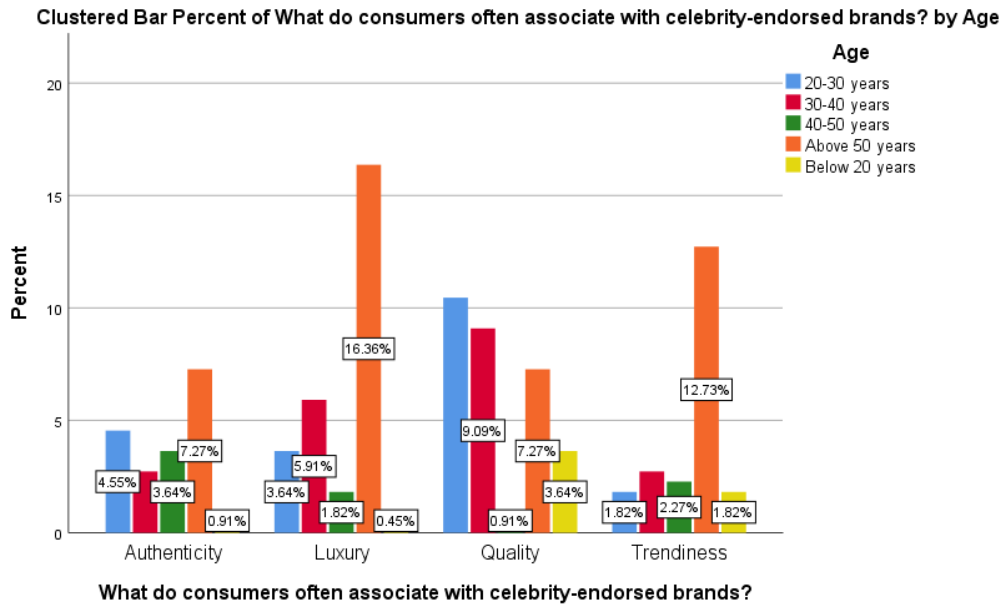
**FIGURE 12**

Simple Bar Percent of What do consumers often associate with celebrity-endorsed brands?



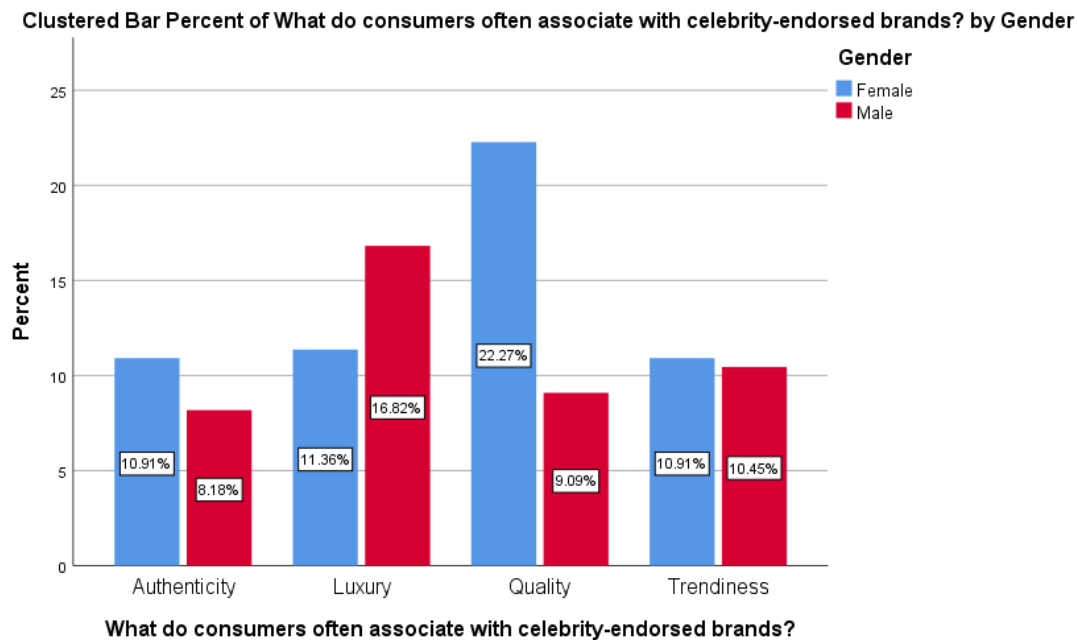
**LEGEND:** This graph represents the factors that consumers associate with celebrity-endorsed brands.

**FIGURE 13**



**LEGEND:** This graph represents the factors that consumers associate with celebrity-endorsed brands.

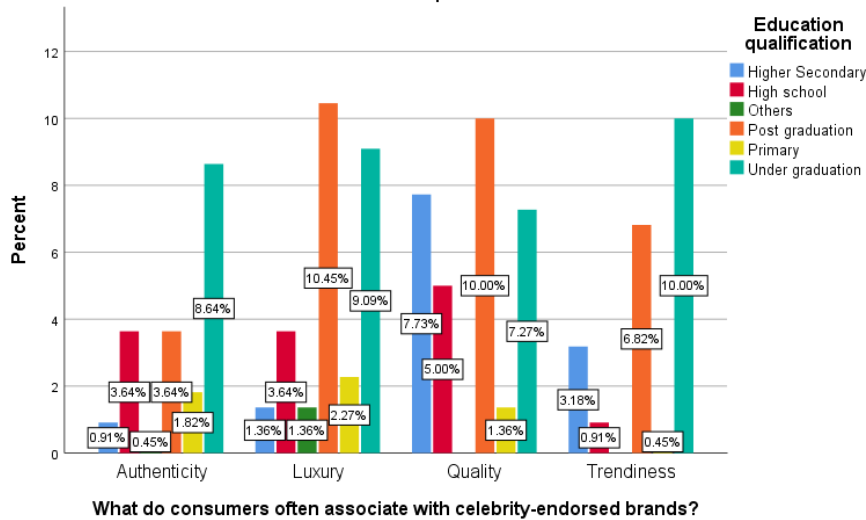
**FIGURE 14**



**LEGEND:** This graph represents the factors that consumers associate with celebrity-endorsed brands.

**FIGURE 15**

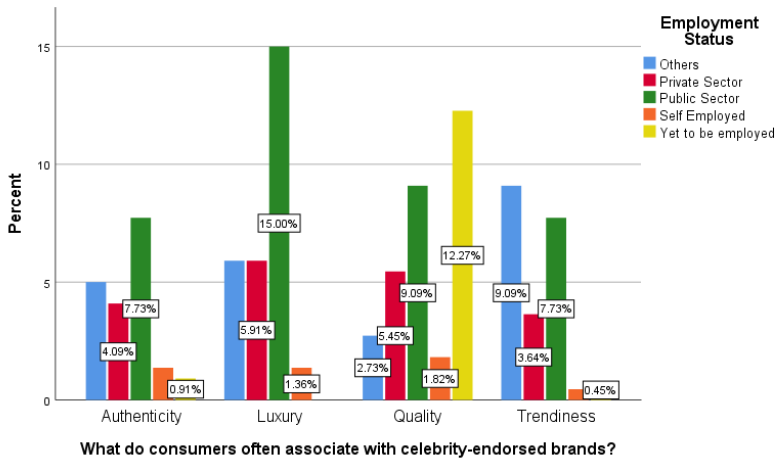
Clustered Bar Percent of What do consumers often associate with celebrity-endorsed brands? by Education qualification



**LEGEND:** This graph represents the factors that consumers associate with celebrity-endorsed brands.

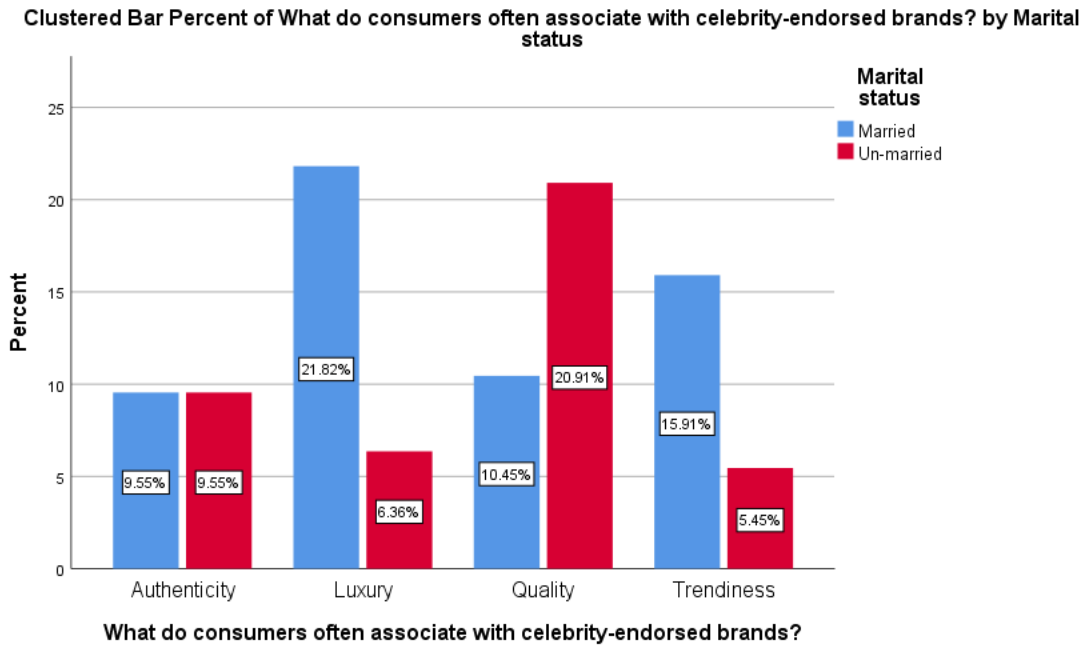
**FIGURE 16**

Clustered Bar Percent of What do consumers often associate with celebrity-endorsed brands? by Employment Status



**LEGEND:** This graph represents the factors that consumers associate with celebrity-endorsed brands.

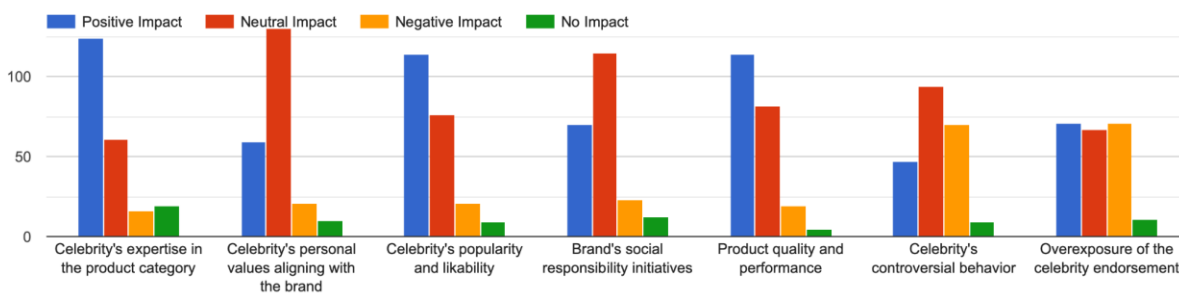
**FIGURE 17**



**LEGEND:** This graph represents the factors that consumers associate with celebrity-endorsed brands.

**FIGURE 18**

The impact of the following factors on your perception of a brand endorsed by a celebrity.

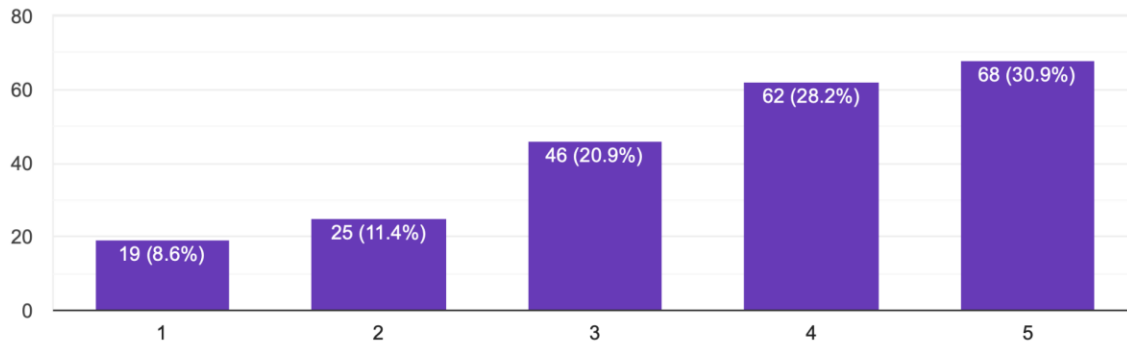


**LEGEND:** This graph represents the impact of the following factors on your perception of a brand endorsed by a celebrity.

**FIGURE 19**

On the scale of 5, rate the effectiveness of the celebrity endorsements in influencing your purchasing decisions?

220 responses



**LEGEND:** This graph represents the rating scale of the effectiveness of the celebrity endorsements in influencing your purchasing decisions.

**TABLE 1**

**Do you trust brands more when they are endorsed by celebrities? \* Age Crosstabulation**

Count

		Age					Total
		20-30 years	30-40 years	40-50 years	Above 50 years	Below 20 years	
Do you trust brands more when they are endorsed by celebrities?	No	3	11	12	70	1	97
	Yes	42	34	7	26	14	123
Total		45	45	19	96	15	220

**Chi-Square Tests**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	76.298 <sup>a</sup>	4	.000
Likelihood Ratio	85.307	4	.000
N of Valid Cases	220		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.61.

**LEGEND:** Table 1 shows the chi square test whether the respondents trust brands more when they are endorsed by celebrities based on age.

**TABLE 2**

**What do consumers often associate with celebrity-endorsed brands? \* Education qualification Crosstabulation**

Count

		Education qualification					Total	
		High school	Higher Secondary	Others	Post graduation	Primary		Under graduation
What do consumers often associate with celebrity-endorsed brands?	Authenticity	8	2	1	8	4	19	42
	Luxury	8	3	3	23	5	20	62
	Quality	11	17	0	22	3	16	69
	Trendiness	2	7	0	15	1	22	47
<b>Total</b>		<b>29</b>	<b>29</b>	<b>4</b>	<b>68</b>	<b>13</b>	<b>77</b>	<b>220</b>

**Chi-Square Tests**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	33.709 <sup>a</sup>	15	.004
Likelihood Ratio	36.633	15	.001
N of Valid Cases	220		

a. 8 cells (33.3%) have expected count less than 5. The minimum expected count is .76.

**LEGEND:** Table 2 shows the chi square test whether the consumers often associate the above factors with celebrity-endorsed brands based on education qualification.

**TABLE 3**

**On the scale of 5, rate the effectiveness of the celebrity endorsements in influencing your purchasing decisions? \* Employment Status Crosstabulation**

Count

		Employment Status					Total
		Others	Private Sector	Public Sector	Self Employed	Yet to be employed	
On the scale of 5, rate the effectiveness of the celebrity endorsements in influencing your purchasing decisions?	1	10	1	7	1	0	19
	2	13	1	9	2	0	25
	3	16	10	19	1	0	46
	4	8	16	24	3	11	62
	5	3	14	28	4	19	68
<b>Total</b>		<b>50</b>	<b>42</b>	<b>87</b>	<b>11</b>	<b>30</b>	<b>220</b>

**Chi-Square Tests**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	63.859 <sup>a</sup>	16	.000
Likelihood Ratio	76.373	16	.000
N of Valid Cases	220		

a. 10 cells (40.0%) have expected count less than 5. The minimum expected count is .95.

**LEGEND:** Table 3 shows the chi square test of the effectiveness of the celebrity endorsements in influencing your purchasing decisions based on employment status.



## RESULTS

**FIGURE 1** shows that the majority of the respondents (43.64%) are of the age Above 50 years. **FIGURE 2** shows that the majority of the respondents (55.45%) are female. **FIGURE 3** shows that the majority of the respondents (35.00%) are pursuing Under Graduation/ their higher study was upto Under Graduation. **FIGURE 4** shows that the majority of the respondent's (39.55%) employment status is in the public sector. **FIGURE 5** shows that the majority of the respondents (57.73%) are married. **FIGURE 6** shows that the majority of the respondents (55.91%) trust brands more when they are endorsed by celebrities. **FIGURE 7** shows that the majority of the respondents (55.91%) trust brands more when they are endorsed by celebrities. **FIGURE 8** shows that the majority of the respondents (55.91%) trust brands more when they are endorsed by celebrities. **FIGURE 9** shows that the majority of the respondents (55.91%) trust brands more when they are endorsed by celebrities. **FIGURE 10** shows that the majority of the respondents (55.91%) trust brands more when they are endorsed by celebrities. **FIGURE 11** shows that the majority of the respondents (55.91%) trust brands more when they are endorsed by celebrities. **FIGURE 12** shows that the majority of the respondents (31.36%) have responded to quality as one of the main factors that consumers associate with celebrity-endorsed brands. **FIGURE 13** shows that the majority of the respondents (31.36%) have responded to quality as one of the main factors that consumers associate with celebrity-endorsed brands. **FIGURE 14** shows that the majority of the respondents (31.36%) have responded to quality as one of the main factors that consumers associate with celebrity-endorsed brands. **FIGURE 15** shows that the majority of the respondents (31.36%) have responded to quality as one of the main factors that consumers associate with celebrity-endorsed brands. **FIGURE 16** shows that the majority of the respondents (31.36%) have responded to quality as one of the main factors that consumers associate with celebrity-endorsed brands. **FIGURE 17** shows that the majority of the respondents (31.36%) have responded to quality as one of the main factors that consumers associate with celebrity-endorsed brands. **FIGURE 18** shows that the majority of the respondents have responded to the impact of the following factors on their perception of a brand endorsed by a celebrity. **FIGURE 19** shows that the majority of the respondents (.30.9%) have rated 5/5 for the effectiveness of the celebrity endorsements in influencing your purchasing decisions. **TABLE 1** shows that since the P value is less than 0.05, the null hypothesis is rejected and the alternative hypothesis is accepted. There is a significant difference between whether the respondents trust brands more when they are endorsed by celebrities based on age. **TABLE 2** shows that since the P value is less than 0.05, the null hypothesis is rejected and the alternative hypothesis is accepted. There is a significant difference between whether the consumers often associate the above factors with celebrity-endorsed brands based on education qualification. **TABLE 3** shows that since the P value is less than 0.05, the null hypothesis is rejected and the alternative hypothesis is accepted. There is a significant difference between the effectiveness of the celebrity endorsements in influencing your purchasing decisions based on employment status.

## DISCUSSION

**FIGURE 1** shows that the majority of the respondents (43.64%) are of the age Above 50 years. **FIGURE 2** shows that the majority of the respondents (55.45%) are female. **FIGURE 3** shows that the majority of the respondents (35.00%) are pursuing Under Graduation/ their higher study was upto Under Graduation. **FIGURE 4** shows that the majority of the respondent's (39.55%) employment status is in the public sector. **FIGURE 5** shows that the majority of the respondents (57.73%) are married. **FIGURE 6** shows that the majority of the people trust brands more when endorsed by celebrities because celebrities' influence and perceived credibility transfer to the brand, enhancing its appeal and trustworthiness. **FIGURE 7** shows that the majority of the people trust brands more when endorsed by celebrities because celebrities' influence and perceived credibility transfer to the brand, enhancing its appeal and trustworthiness. **FIGURE 8** shows that the majority of the people trust brands more when endorsed by celebrities

because celebrities' influence and perceived credibility transfer to the brand, enhancing its appeal and trustworthiness. **FIGURE 9** shows that the majority of the people trust brands more when endorsed by celebrities because celebrities' influence and perceived credibility transfer to the brand, enhancing its appeal and trustworthiness. **FIGURE 10** shows that the majority of the people trust brands more when endorsed by celebrities because celebrities' influence and perceived credibility transfer to the brand, enhancing its appeal and trustworthiness. **FIGURE 11** shows that the majority of the people trust brands more when endorsed by celebrities because celebrities' influence and perceived credibility transfer to the brand, enhancing its appeal and trustworthiness. **FIGURE 12** shows that the majority of the respondents choose quality as a main factor associated with celebrity-endorsed brands because celebrities' reputations and success often imply a standard of excellence and reliability. **FIGURE 13** shows that the majority of the respondents choose quality as a main factor associated with celebrity-endorsed brands because celebrities' reputations and success often imply a standard of excellence and reliability. **FIGURE 14** shows that the majority of the respondents choose quality as a main factor associated with celebrity-endorsed brands because celebrities' reputations and success often imply a standard of excellence and reliability. **FIGURE 15** shows that the majority of the respondents choose quality as a main factor associated with celebrity-endorsed brands because celebrities' reputations and success often imply a standard of excellence and reliability. **FIGURE 16** shows that the majority of the respondents choose quality as a main factor associated with celebrity-endorsed brands because celebrities' reputations and success often imply a standard of excellence and reliability. **FIGURE 17** shows that the majority of the respondents choose quality as a main factor associated with celebrity-endorsed brands because celebrities' reputations and success often imply a standard of excellence and reliability. **FIGURE 18** shows that the majority of the respondents have responded to the impact of the following factors on their perception of a brand endorsed by a celebrity. **FIGURE 19** shows that the majority of respondents rated 5/5 for the effectiveness of celebrity endorsements in influencing their purchasing decisions because they trust and admire the celebrities, making them more likely to buy products endorsed by these figures. **TABLE 1** shows that since the P value is less than 0.05, the null hypothesis is rejected and the alternative hypothesis is accepted. There is a significant difference between whether the respondents trust brands more when they are endorsed by celebrities based on age. **TABLE 2** shows that since the P value is less than 0.05, the null hypothesis is rejected and the alternative hypothesis is accepted. There is a significant difference between whether the consumers often associate the above factors with celebrity-endorsed brands based on education qualification. **TABLE 3** shows that since the P value is less than 0.05, the null hypothesis is rejected and the alternative hypothesis is accepted. There is a significant difference between the effectiveness of the celebrity endorsements in influencing your purchasing decisions based on employment status.

## LIMITATION

One significant limitation of studying the impact of celebrity endorsements on consumer buying behavior in the FMCG sector in India lies in the complexity of isolating the precise influence of celebrities amidst other marketing variables. Factors such as product quality, price sensitivity, regional variations in consumer preferences, and cultural nuances can also significantly affect consumer decisions. Moreover, the effectiveness of celebrity endorsements may vary depending on the celebrity's popularity, credibility, and alignment with the brand's image, posing challenges in generalizing findings across different products and consumer segments. Thus, while celebrity endorsements can be influential, their impact needs to be interpreted within the broader context of marketing strategies and consumer behavior dynamics.

## SUGGESTION

The study investigates the impact of celebrity endorsements on consumer behavior in India's FMCG sector through empirical research. It highlights that endorsements by celebrities significantly shape consumer perceptions of brands and influence their purchasing decisions. This underscores the crucial role of celebrity endorsements in shaping marketing strategies within the FMCG industry, illustrating their effectiveness in enhancing brand visibility and consumer engagement in the Indian market.

## CONCLUSION

In India's fast-moving consumer goods (FMCG) sector, celebrity endorsements have emerged as a cornerstone of marketing strategies, wielding considerable influence over consumer behavior. Celebrities are perceived as credible and aspirational figures whose endorsement can elevate a brand's visibility and appeal. This phenomenon is particularly pronounced in a diverse and culturally rich market like India, where consumers often look up to celebrities for lifestyle cues and product recommendations. Empirical studies consistently highlight the profound impact of celebrity endorsements on consumer buying behavior and brand perception. Consumers tend to associate positive attributes of celebrities—such as trustworthiness, attractiveness, and expertise—with endorsed products. This association can significantly enhance brand recall and influence purchase decisions, making celebrity endorsements a tool for marketers in shaping consumer preferences. Moreover, celebrities have the ability to reach a wide audience and resonate with diverse demographic segments, thereby amplifying the brand's reach and appeal. This broad appeal is crucial in a competitive market landscape where brand differentiation and consumer engagement are key drivers of success. However, the effectiveness of celebrity endorsements hinges on strategic alignment between the celebrity's image and the brand's values, as incongruence can lead to consumer skepticism and brand dilution. Despite their benefits, celebrity endorsements also pose challenges such as managing risks associated with celebrity controversies and ensuring long-term brand relevance. Brands must conduct thorough due diligence to assess the alignment of a celebrity's image with their target audience and brand ethos. Additionally, the evolving landscape of digital and social media platforms has expanded the role of influencers beyond traditional celebrities. Future research could explore the comparative effectiveness of celebrity endorsements versus influencer marketing in the FMCG sector, providing insights into optimal strategies for engaging today's digitally savvy consumers. In conclusion, while celebrity endorsements offer significant opportunities for enhancing brand visibility and influencing consumer behavior in India's FMCG sector, strategic planning and careful execution are essential to maximize their impact and mitigate associated risks. As consumer preferences evolve and digital platforms continue to reshape marketing dynamics, brands must adapt their endorsement strategies to stay relevant and resonate with their target audience effectively.

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